



Private & Confidential

SUMMARY INFORMATION MEMORANDUM

Niche International Cosmetics Brand

Version: VEX00850.e1

VEX Ref	VEX00850
Activities	Niche International Cosmetics Brand
Location	International
Turnover	circa £2.3 million p.a. (FY 2016)
Gross Profit	circa £1.8 million p.a. (FY 2016)

Business Overview

Vexus is exclusively retained to find a buyer for this fast growing international cosmetics brand. For over 5 years our client has provided a full range of premium cosmetic products in a niche specialised market. With a growing customer base, the products are sold through high-end luxury retail stores, as well as direct to consumers via a selection of independent outlets and their website. The products are sold worldwide and distributed on a country by country basis.

Successful Brand with Strong Reputation

The cosmetics market is currently worth approximately 205 billion euros and has on average 4% growth year on year. Our client operates within the third largest sector of the cosmetics market and for the last few years has been experiencing a boom in growth. Our client's business exceeds the industry trend with growth at a 40% average over the last 5 years and a forecast to continue growing at a rapid pace.

Strong Financial Performance with High Gross Margins

Reason for Sale

Our client has built a solid business which is highly scalable and ready for the next phase of business growth. They believe the business would benefit from becoming part of a larger organization with the expertise and resources to take the opportunity to the next level and drive business growth.

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Financial Summary

Year End December	2014	2015	2016
Turnover circa	£1,300,000	£1,800,000	£2,300,000
Gross Profit circa	£900,000	£1,400,000	£1,800,000
<i>Percentage</i>	69%	78%	78%

*These figures have been rounded off for confidentiality reasons.

The Opportunity

Ideally, we seek an acquirer with an understanding and specialization in premium cosmetics. Consideration will also be given to other buyers with strong market or client synergies looking for a scalable 'bolt-on' business opportunity.

- ✓ Fully proven, successful business model
- ✓ 5+ years of goodwill & reputation
- ✓ Fast Growing Market Sector

- ✓ Relationships with Luxury Retailers
- ✓ Full Intellectual Property Rights
- ✓ Scalable Business Opportunity

Summary

This is a rare and low risk opportunity to acquire an international cosmetics brand. Up to 100% of the business shares are available to a suitable buyer with the resources, experience and energy to drive this business forward to the next level. The vendor is happy to facilitate a mutually agreeable handover period.

Offers are invited for up to 100% of the shares in this business

The Next Steps

On completion of our [non-disclosure agreement](#), qualified parties will receive further information on this business. We recommend a meeting with the vendors at the earliest opportunity to avoid disappointment.

Please direct all enquiries to:

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